

# Visual Designer, Garrett Berner

**NaturesPlus 2016 Web Site Redesign**



## About Garrett Berner

I am currently at Natural Organics, hired four years ago to redesign their homepage. **NaturesPlus** is the primary brand name and the main URL to their website.

Prior to Natural Organics, I designed for Avon. For over nine years, I worked with our Marketing and Merchandising teams to develop multiple digital products, including brandpages, emails and mobile applications.

## a brief background

Designer with over 20-years of design expertise, front-end development skills, business savvy and traditional illustration skills.

A team player with the experience to work with cross-functional teams and provide guidance to junior designers, I prefer situations which involve multi-tasking and diverse project scopes.

When not designing websites and digital products, I focus my free time on studying the latest design technologies and illustrating comics.



Yarns of the Frisky Filly



Previous iteration of the NaturesPlus website.

Hand-sketch designs for product pages



## Analysis and Ideation

There was a change in management at Natural Organics, and the Web was finally accepted as a vital element to a business.

The previous website hasn't had an overhaul for years and any updates were just patched in.

## Discovery

I jumped into the company running. My colleagues never considered the web as a viable tool, so the early steps involved an education to all parties about what expectations are regarding the new NaturesPlus site. This new site is be purely informational, and not an eCommerce site.

Interviews stakeholders, management, and sales helps formulate a proper plan. I brought an understanding of UX to the team.

## Ideation

From my interviews, I began to hand sketch an overall flow to the website. The family-run business wanted to share its legacy and products to a newer, wider and younger audience.

Naturally, management wanted results quickly--in time for the national salesmeeting, Spring 2016. Avon's semi-monthly website updates provides the acumen for such a task.

## Design Concepts - The Sections

Using my background in storytelling, I lead the discovery and ideation phases to build concepts into a narrative flow. I featured Natural Organics earned reputation on the diversity and purity of its products alongside strict quality control.

Taking the existing template, I designed all other collateral and content including the front-end coding. Through lo-fi sketches, I determined four types of pages to develop:

### Product Listing Pages

NaturesPlus has over 1200 products in the United States market. Products should be easy to find either through search, function or sub-brand.

### Product Description Pages

Each product has a clear description about what it does. Customers can research product assays and where to buy.

### Sub-Brand Pages

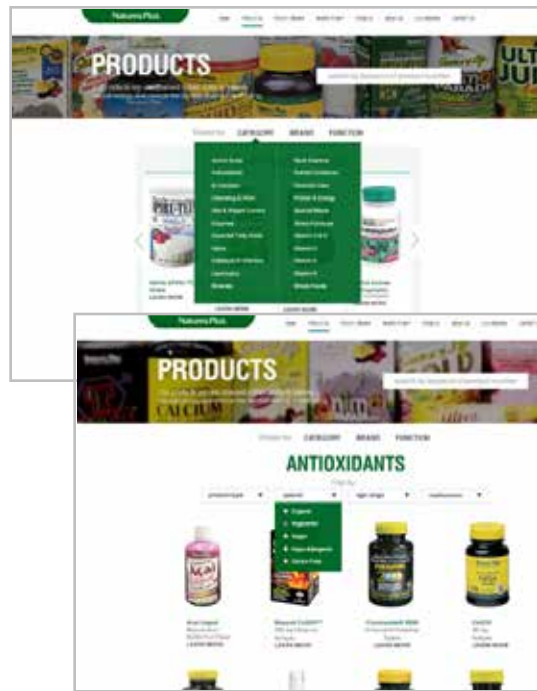
There are several sub-brands with a reputation for various customer demographics and stakeholders want these featured.

### Support Pages

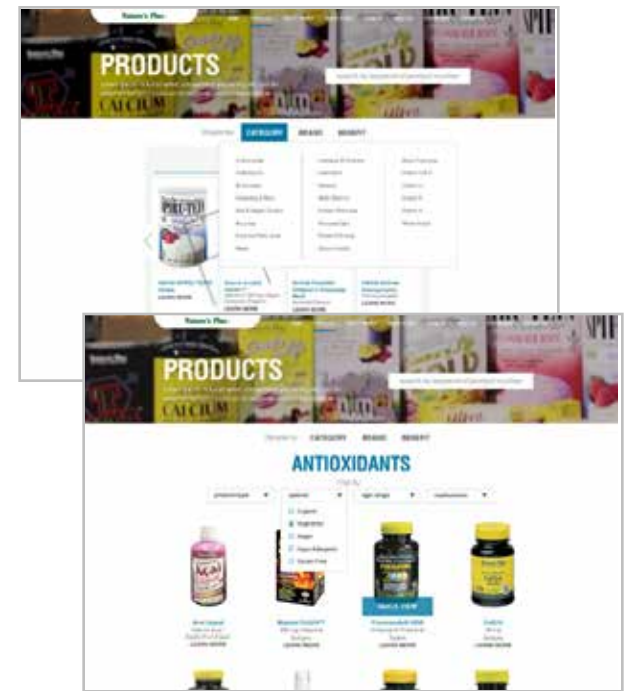
These pages aren't expected to have much traffic, but they round out the experience of the company's history, philanthropy and corporate mission.



Concept 1 - "Vertical"



Concept 2 - "Green Branded"

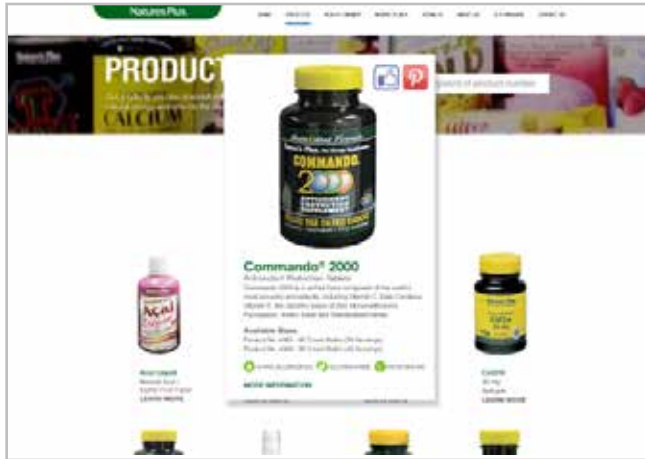


Concept 3 - "Blue Field"

## Design Concepts - Product Listing Pages

Due to the scope of the products involved, the first phase focused the product listing pages and search. I researched competitors and NaturesPlus' product library to prototype various search graphical options.

Working with a dev partner, we built four main categories, followed by several sub-categories and filters for search.



Concept 1 - "Pop-Up"



Concept 2 - "Social and Online Purchase Prompt"



Concept 3 - "Info, Assay and Store Locator"

## Design Concepts - Product Description Pages

Phase two focused on a single product page. As a direct flow from the Product Listing pages, I built some prototypes to focus on several factors

- Available shopping options through retail and online outlets.
- Nutritional Facts and Product Assays to provide assurances of the products quality.
- Iconography for some flair to break the informative copy.
- Social Media links for the changing demands of sales.





ANIMAL PARADE  
Sub-Brand Visual Design



AGE-LOSS  
Sub-Brand Visual Design



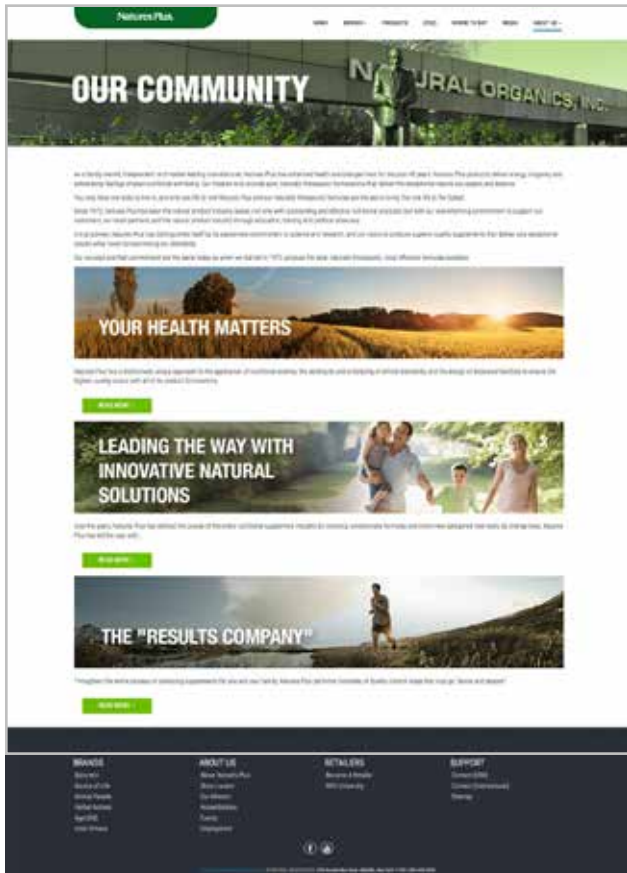
SPIRU-TEIN  
Sub-Brand Visual Design



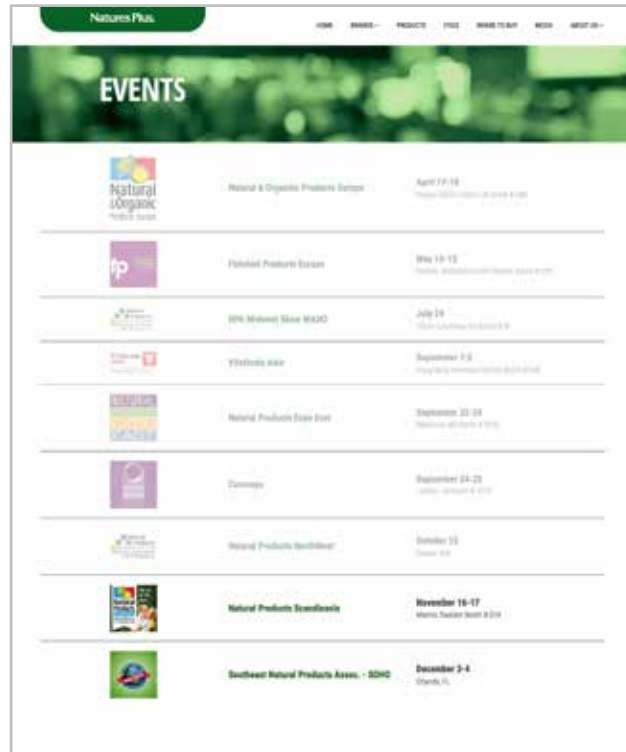
SOURCE OF LIFE  
Sub-Brand Visual Design

## Design Concepts - Sub-Brand Pages

NaturesPlus has a rich history with branding and the sales team wanted to see extra attention paid to certain products. I went directly to the Hi-Fi screens, and built the front end into a workable template which can be modified as needed. The copy on these pages are a hybrid of brochure text and new copy written for the web.



OUR COMMUNITY  
Support Page Visual Design



TRADE SHOW APPEARANCES  
Support Page Visual Concept



OUR MISSION  
Support Page Visual Design

## Design Concepts - Support Pages

Once the previous pages were in Production, the overall scope of the project shifted to include some updated editorial. These pages provided additional context away from sales and marketing I partnered with the company's PR team to orchestrate and finalize this phase.



## Usability Testing and Mobile

Utilizing test-server, I initiating a sampling of users familiar and unfamiliar with our products. The Journey was done primarily on desktop, but I insisted we look at mobile as well. Following the test period, management was eager to launch the site prior to the Spring Sales Meeting.

These designs are the commitment in bringing products to a mobile platform.



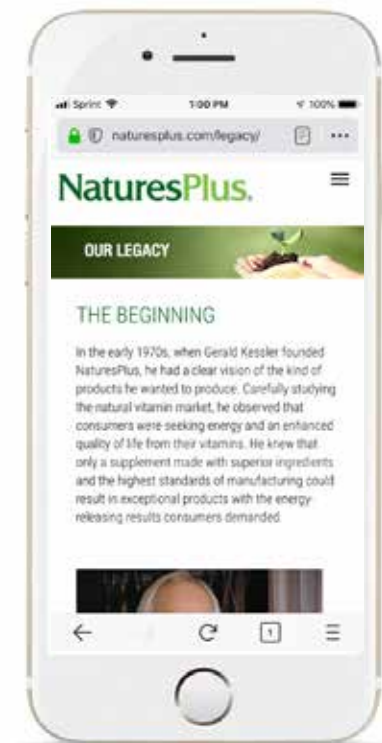
Mobile Homepage  
Visual Design



Mobile Brand Page  
Visual Design



Mobile Product Page  
Visual Design



Mobile Legacy Page  
Visual Design



NaturesPlus.com current homepage

## Evolutions and Next Steps

In the months after the NaturesPlus web launch, the site went through some minor updates. Following some data analysis with the dev team, we rebuilt the homepage to reflect the style that was established on the sub-brand page.

A cross-functional team of IT, Management, Design and Marketing launched a first step into eCommerce. NaturesPlusPro utilizes the Shopify shopping cart for health care professionals and vitamin retailers.

An online database is currently under development. YourNaturesPlus, brings the company's literature and product photo library online for the global sales team.



NaturesPlusPro.com homepage



YourNaturesPlus.com visual designs

# Looking forward to designing with you!

If you have any questions, contact me via email or mobile.

**[garberner\(at\)gmail.com](mailto:garberner(at)gmail.com)**